

November/December 2020

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

“Supporting local business will continue to be a key message in 2021 marketing outreach.”

PANDEMIC DOES NOT SLOW DOWN 2021 SALES, MARKETING EFFORTS

As 2020 comes to a close, Visit Dublin is prepared to continue supporting Dublin and the hospitality industry. The 2021 Sales and Marketing Plan looks a little different than in years past working in a six-month planning period to allow for quick pivots as the COVID-19 pandemic evolves.

Safety is the top priority in 2021 with several tactics including a DublinSafe.com refresh, an in-state campaign with a focus on safety and the continuation of the social distancing street decal program to be executed in the first six months to communicate health and safety in Dublin and beyond.

Residents and Central Ohioans will remain a key audience for Visit Dublin in 2021 to support local restaurants, shops and attractions while out of town visitation is low. Visit Dublin continues to build up their local audience through social media, content marketing and email marketing. Supporting local business will be a key message in 2021 marketing outreach.

Earned media is a focus to share key experiences and health and safety measures in an affordable and authentic way. Visit Dublin's public relations strategy will continue to focus on local outlets and start to reach out to other

Ohio media markets to keep in-state travelers aware of Dublin for future road trips. The marketing staff will work with local influencers to share events, campaigns, and experiences with local audiences.

While the status of St. Patrick's Day events are unknown, Visit Dublin will be launching the brand new digital Celtic Cocktail Trail to celebrate the holiday and help support local restaurants in a safe way. A new partnership with Bandwango, a tech company who specializes in digital experiences, will allow for Celtic Cocktail Trail goers to utilize a digital passport through a simple sign up on their phone. The new trail will create less contact between users and restaurants while allowing Visit Dublin to capture trail data and remarket to users who have not visited all the stops. The digital trail will also allow for restaurant stops to offer discounts, deals or event information to trail participants.

Visit Dublin continues to implement tactics with the goal of attracting overnight visitors through sporting events, corporate meetings, group tours and more. As corporate travel slowly rebounds through the new year, Visit Dublin sales staff will work to utilize existing relationships and leads to mine for business for Dublin hotels. Several tradeshow have converted to virtual formats to allow for new business leads for future events.

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Briefs

DUBLIN CYBER WEEK GENERATES MUCH NEEDED BUSINESS

As part of Visit Dublin's ongoing efforts to support local businesses through the pandemic, Dublin Cyber Week was created to urge residents and visitors to shop local this holiday season with offers that could be redeemed online or in-store. More than 25 Dublin restaurants, shops and attractions offered exclusive deals and discounts during the week of November 16-22. The campaign was supported through paid and organic social media, partnerships with Columbus Navigator and 614 Media, local public relations and a partnership promotional toolkit. The Cyber Week campaign generated 100,000 impressions.

700 POSTCARDS AND COUNTING SHARES DUBLIN IN A SAFE WAY

Nearly 700 postcards from Dublin residents have been sent across the country sharing Dublin imagery and inviting friends and family to visit when the time is right. Visit Dublin launched a "Send a Free Postcard" campaign on November 1 that features four postcards with distinct Dublin imagery. The postcards were created to share some of Dublin's unique experiences and offered to Dublin residents at no charge. Staff prints, stamps, and sends for all participants. In addition to sending a friendly message the old-school way, any Dublin resident who sent a postcard could enter for a chance to the Ultimate Dublin Staycation.



ATHLETIC EVENTS INTERESTED IN DUBLIN

All events have taken a hit in 2020 with cancellations and strict guidelines forcing many events to go fully virtual. Several events still have their eye on Dublin as a potential host for future events. The Soccer Education and Safecon Electric Airplane Race are new sports leads being sought by Visit Dublin for the City of Dublin. USA Archery's Buckeye Classic is in final discussions to hold their 2021 event in Dublin after several successful years as its host. In addition to new events, Visit Dublin continues to work with existing events such as the Nike Challenge Cup and Ohio Premier to ensure they have the safety information and support needed to host their events in Dublin.



For the Record...

Top Instagram Post
Dublin Village Tavern
Holiday



LODGING TAX

Change

Year-to-Date Bed Tax Revenue-58%

VISIT DUBLIN OHIO MEASURES

Sept/Oct. Website Visits (% change YTD).....-34%

Free Media Impressions (YTD)6,146,372

Facebook Fans (% change YTD)..... +14%

Twitter Followers (% change YTD)+1%

Instagram Followers (% change YTD) +47%

YouTube Views (% change YTD)..... +14%

IN-STATE CAMPAIGN TO LAUNCH IN JANUARY

With 2021 on the horizon, Visit Dublin will be launching a media campaign in January to ensure that visitors are keeping Dublin top-of-mind for their future road trips. The campaign will run in all Ohio markets to create awareness of Dublin as a destination and share the safety precautions the City has in place. The campaign is fully digital utilizing paid social, native digital and digital display to ensure that the media can be easily turned on or off and can expand or condense target markets as the pandemic evolves. The tagline for the campaign will be "Far From Ordinary, Close to Home" and will share key Dublin experiences, safety information, and "Far From Ordinary Tales" from throughout 2020.



"Visit Dublin Ohio is an economic driver for the City of Dublin attracting visitors and events that generate jobs and global awareness of Dublin."